POOJA DESAI
VISUAL DESIGNER

CONTACT

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🌐 www.poojadesaidesign.com

EDUCATION

Springboard UX Certification
March 2020-2021
A comprehensive 6-month UX Design certification course

California College of the Arts
2010-2015
BFA Illustration.

TOOLS & SKILLS

Design
Adobe CS
Figma
Miro

Marketing
Google Analytics
Hootesuite
Mailchimp
Wordpress

Skills
Design Thinking
UX Design
User Research
Visual Design
Illustration

WORK EXPERIENCE

Junior UX Designer

MGM Resorts   2023-Current

Book Now Experience for VIP Hosts
Internal tool for MGM employees that book rooms for high tier/VIP guests

- Collaborated cross-functionally with Product, Design, and Engineering to define and understand requirements
- Designed end-to-end experience in collaboration with lead designer
- Collaborated with Accessibility team to ensure design compliant with standards
- Completed component and accessibility documentation

MIPS Portal
Internal portal for MGM third party clients to submit marketing and advertising requests

- Converted an existing design created by engineers to MGM's design system
- Collaborated cross-functionally with Product, Design, and Engineering to deliver within a tight deadline of 2 weeks
- Collaborated with Accessibility team to ensure design compliant with standards
- Completed component and accessibility documentation

Visual Designer

Terraformation Inc.   2021-2022

Seed Bank Sensor Kit Display
Feature that allowed seed bank managers to monitor the status of 10 seed banks

- Led design of key flows in brand new feature in collaboration with Lead Designer, Product Manager, and Engineering
- Led user interviews, usability testing, and weekly feedback sessions with forestry team of 5 people
- Contributed new components to Terraformation's design system, such as in-app alerts/notifications
- Created and presented high-fidelity designs to Director of Product and VP of Product Development

Seed Collector Mobile App
App that enables seed collectors in the field to track seed progress

- Collaborated with Lead Designer, Product Manager, and worked cross-functionally with Engineering
- Conducted user interviews with Terraformation's seed collection team of 5 people and 2 global partners
- Built clickable prototypes in Figma for usability testing/feedback loop with team
- Re-designed key flows and improved the seed collection team's overall experience while in the field

Republic.co Crowdfunding Campaign
Raised over $5M in funding from 3k+ investors

- Collaborated with VP of Marketing and Head of Design
- Created illustrations, GIFS and graphic elements for campaign page as well as the social media campaign